



The Shopping District

**Birmingham Shopping District Agenda
Thursday, January 6, 2022 8:30 a.m.**

**The Community House
380 South Bates Street, Birmingham, MI 48009**

Zoom link: <https://us06web.zoom.us/j/81762937374>

The highly transmissible COVID-19 Delta variant is spreading throughout the nation at an alarming rate. As a result, the CDC is recommending that vaccinated and unvaccinated personnel wear a facemask indoors while in public if you live or work in a substantial or high transmission area. Oakland County is currently classified as a substantial transmission area. The City has reinstated mask requirements for all employees while indoors. The mask requirement also applies to all board and commission members as well as the public attending public meetings.

Call to order and Roll Call of Board

1. Recognition of Visitors
2. Presentations
3. Approval of Minutes for December 2, 2021
4. Board Member Comments
5. Reports:
 - a. Finance Report
 - b. Executive Director Report - Kammer
 - c. Committee Reports:
 - i. Special Events – Astrein
 - ii. Marketing & Advertising – Pohlod
 - iii. Maintenance and Capital Improvements – Lipari
 - iv. Business Development – Surnow
 - v. Executive Board Report – Hockman
 - d. Parking Report - Astrein
6. Approval of Vouchers
7. Unfinished Business
8. New Business
9. Information
 - a. Announcements
 - b. Letters, Board Attendance & Monthly Meeting Schedule
10. Public Comments
11. Adjournment

Birmingham Shopping District Mission Statement

We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.

We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance.

Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias. (Title VI of the Civil Rights Act of 1964).

City of Birmingham
Birmingham Shopping District Proceeding
Thursday, December 2, 2021 - 8:30 a.m.
The Community House
Birmingham, MI 48009

Minutes of the meeting of the Birmingham Shopping District Board held Thursday, December 2, 2021, at 8:35 a.m. at The Community House

1. CALL TO ORDER AND ROLL CALL OF BOARD

PRESENT: Astrein, Eid, Hockman, Kay, Lipari, Lundberg, Markus, Pohlod, Quintal, Roberts, Director Emeritus Fehan

ABSENT: McKenzie, Surnow

ALSO PRESENT: Hohendorf

ADMINISTRATION: Brook, Kammer, Gerber

2. RECOGNITION OF VISITORS

3. PRESENTATIONS

Hockman recognized representatives from Crimson Rose Antiques. He congratulated them on being in business for 25 years. He also recognized Ethan Allen for their 25 years in business in Birmingham.

4. APPROVAL OF MINUTES

MOTION: Motion by Astrein, seconded by Pohlod to approve the minutes dated November 4, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 2

4. BOARD MEMBER COMMENTS

Fehan shared that he had attended Santa Walk. He felt that there was an incredible amount of community support. He thanked Brook for the planning that she did and thanked the police and fire departments for their assistance. He also thanked the stores who participated.

Pohlod told the group that she had reached out to Hockman regarding what had happened in Oxford. They had black ribbon decals printed for distribution to downtown businesses. They are open to ideas from other board members.

5. REPORTS

a. FINANCE REPORT – GERBER

Gerber reported the balance sheet for October shows that, under \$1,500 of special assessments are currently outstanding. The fund balance is approximately \$700,000, which is a health position.

Through October, we are at about 30% of our budget year. The significant contribution from a private source that appears this month is the \$60,000 sponsorship from Chevy for the Birmingham Cruise

Event. Overall, expenditures are about 28% of what was budgeted. Year-to-date we are ahead of where we thought we would be.

b. EXECUTIVE DIRECTOR REPORT - KAMMER

Kammer shared that the Gateway Signage Committee held a meeting on November 8. The group established a purpose and a timeline. They reviewed the plans for the Haynes Square area and looked at the 2004 study. They will also look at what other communities have done.

Kammer also reported that he had worked with the Chamber and attended their annual meeting. He will also be working with Brook to hold a Restaurant Week planning meeting after Winter Markt.

Hockman thanked Fehan for taking on the role of chair for the Gateway Signage committee. Markus praised the board for making Fehan a member emeritus as he still has so much to offer with his experience and history.

c. COMMITTEE REPORTS:

SPECIAL EVENTS – ASTREIN

Astrein reported that Santa Walk went very well. He said that his store had 200 giveaways and used them all. Appointments for Santa visits are fully booked. Brook mentioned the dinosaur would be giving away \$25 Birmingham Bucks gift cards on weekends through the holidays. Brook invited board members to the tree lighting at Winter Markt.

MARKETING & ADVERTISING - POHLOD

Pohlod shared that holiday video is completed and production of the Restaurant Week video has already begun. The holiday ad campaign summary that is included in the board packet shows how where the advertisements are placed.

The new dining, retail, and spa guides are completed and were distributed to businesses. The committee is working on a marketing plan for S. Old Woodward. This will include shoppers being able to earn Birmingham Bucks by making purchases in the construction area. They would then be able to spend the Birmingham Bucks wherever accepted. They are also looking into software that would help with cross branding as well as options for texting.

During construction, there is the possibility of valet, a touch-a-truck event, and painting the barricades. Markus suggested including people who are directly involved with the construction project in these early planning stages.

The marketing committee continues to work on affecting workforce attraction. They are considering holding a job fair in March.

MAINTENANCE/CAPITAL IMPROVEMENTS - QUINTAL

Quintal reported that, although they did not hold a meeting last month, Kammer worked with Worry Free to bring their price down. He added that he has been getting positive feedback on the lights in the downtown area.

They will work to update the snow removal map. There will not be complimentary holiday valet this year.

BUSINESS DEVELOPMENT - HOCKMAN

Hockman shared that Ciura is hard at work. There is good activity, but available space is becoming more limited. The committee discussed putting a focus on retention. They will also be examining the tenant mix. That will allow them to direct Ciura to put an emphasis on certain areas.

Quintal suggested that office space might need assistance. Hockman explained that Ciura's current contract is specific to retail. They may look at expanding or modifying her area of focus in the future.

EXECUTIVE BOARD REPORT - HOCKMAN

Hockman announced that Quintal would be stepping down from the chair position for the maintenance and capital committee. He thanked Quintal for his leadership. Markus commented that he could really see a difference from when he left Birmingham 10 years ago to when he recently returned and thanked Quintal for his role in that. He suggested the BSD remind city commissioners about all that they do and how the businesses help with the tax base.

Kammer added that he recently had the opportunity to explain the BSD structure to two of the new commissioners in their training session.

Hockman appointed Lipari to be the new chair of the maintenance and capital committee and Pohlod to be the vice chair.

MOTION: Motion by Markus, seconded by Astrein to approve the appointment of Lipari as chair and Pohlod as vice chair of the maintenance and capital improvements committee.

VOTE: Yeas, 10 Nays, 0 Absent, 2

d. PARKING REPORT - ASTREIN

Astrein reported having Weingartz coordinating the parking system is very helpful. Repairs are ongoing in the structures. The plan is to allocate an additional 425 parking places to monthly permits. The current waiting list is over 1,000 people. A current challenge is that many businesses who hold a large number of permits have not fully returned to having staff in the office.

The committee is exploring options to update the technology infrastructure to make it easier to enter and exit the structures.

The committee is also examining the fine system for expired meters as there are many repeat offenders and the \$10 fine does not seem to be enough to discourage them. Commander Albrecht is assisting with this.

Astrein said that, overall, he feels that things are going well. Hockman recognized Astrein's service to the parking advisory committee. He shared that Astrein is now the vice chair of the committee.

e. CHAMBER REPORT

There was no report from the Chamber.

f. COMMUNITY HOUSE REPORT

There was no report from The Community House.

6. APPROVAL OF VOUCHERS

MOTION: Motion by Astrein, seconded by Quintal to approve the vouchers, dated December 2, 2021.

VOTE: Yeas, 10 Nays, 0 Absent, 2

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. Approval – Sunbelt Rentals Contracts

MOTION: Motion by Astrein, seconded by Kay to approve the addendum to extend the contract with Sunbelt Rentals, Inc. to provide equipment, labor and supplies for electrical power and hookup services for Winter Markt.

VOTE: Yeas, 10 Nays, 0 Absent, 2

9. INFORMATION

a. Retail Activity

b. Announcements

c. Letters, Board Attendance & Monthly Meeting Schedule

10. PUBLIC COMMENTS

Hohendorf shared that he had been waiting to make a public announcement about CB2 but last Friday, Boji told him, that negotiations had ended.

Kammer thanked the board for their work and wished them happy holidays. On behalf of the board, Hockman recognized and thanked the BSD staff for their exemplary work.

11. ADJOURNMENT – 9:40 A.M.

Respectfully submitted,
Jaimi Brook (back-up notes on file)

Fund 247 PRINCIPAL SHOPPING DISTRICT

GL Number	Description	Balance
*** Assets ***		
247-000.000-004.0000	PETTY CASH	250.00
247-000.000-005.0000	CASH AND INVESTMENTS	648,474.04
247-000.000-028.0000	MISCELLANEOUS	25,603.72
247-000.000-028.9999	ALLOW FOR DOUBTFUL ACCTS.	(1,613.72)
247-000.000-048.0886	PSD 2020-2021 DELQ SAD	1,409.13
Total Assets		674,123.17
*** Liabilities ***		
247-000.000-202.0000	ACCOUNTS PAYABLE	61,222.91
247-000.000-255.0001	GIFT CERTIFICATES	600.00
247-000.000-367.0300	DEFER. INFLOWS - MISCELLANEOUS INV	23,990.00
247-000.000-367.0800	DEFER. INFLOWS - DELQ SPECIAL ASSE	1,409.13
Total Liabilities		87,222.04
*** Fund Balance ***		
247-000.000-391.0000	RETAINED EARNINGS	967,182.61
Total Fund Balance		967,182.61
Beginning Fund Balance		967,182.61
Net of Revenues VS Expenditures		(380,281.48)
Ending Fund Balance		586,901.13
Total Liabilities And Fund Balance		674,123.17

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2021

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 11/30/2021	ACTIVITY FOR MONTH 11/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Revenues						
Dept 000.000						
USE OF FUND BALANCE						
247-000.000-400.0000	APPROP FUND BAL/RET EARN	74,560.00	0.00	0.00	74,560.00	0.00
USE OF FUND BALANCE		74,560.00	0.00	0.00	74,560.00	0.00
INTERGOVERNMENTAL						
247-000.000-528.0000	OTHER FEDERAL GRANTS	0.00	0.00	0.00	0.00	0.00
INTERGOVERNMENTAL		0.00	0.00	0.00	0.00	0.00
CHARGES FOR SERVICES						
247-000.000-641.0585	CHARGES TO AUTO PARKING SYSTEM	25,000.00	0.00	0.00	25,000.00	0.00
CHARGES FOR SERVICES		25,000.00	0.00	0.00	25,000.00	0.00
INTEREST AND RENT						
247-000.000-664.0000	INVESTMENT INCOME	13,700.00	1,609.83	243.49	12,090.17	11.75
247-000.000-666.0001	SPECIAL ASSESSMENT INTEREST	0.00	0.00	0.00	0.00	0.00
INTEREST AND RENT		13,700.00	1,609.83	243.49	12,090.17	11.75
SPECIAL ASSESSMENTS						
247-000.000-672.0247	FUTURE SPECIAL ASSESSEMENTS - PSD	1,030,930.00	0.00	0.00	1,030,930.00	0.00
247-000.000-672.0885	PSD SPEC ASSESS REVENUE 2019-2020	24,040.00	0.00	0.00	24,040.00	0.00
247-000.000-672.0886	PSD SPECIAL ASSESS REV 2020-2021	0.00	1,797.76	0.00	(1,797.76)	100.00
SPECIAL ASSESSMENTS		1,054,970.00	1,797.76	0.00	1,053,172.24	0.17
OTHER REVENUE						
247-000.000-674.0009	PROCEEDS FROM FUNDRAISING	0.00	0.00	0.00	0.00	0.00
247-000.000-676.0001	CONTR FROM PRIVATE SOURCE	100,000.00	121,553.00	35,061.00	(21,553.00)	121.55
247-000.000-677.0001	SUNDRY & MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER REVENUE		100,000.00	121,553.00	35,061.00	(21,553.00)	121.55
Total Dept 000.000		1,268,230.00	124,960.59	35,304.49	1,143,269.41	9.85
TOTAL REVENUES		1,268,230.00	124,960.59	35,304.49	1,143,269.41	9.85
Expenditures						
Dept 298.000 - PUBLIC RELATIONS						
PERSONNEL SERVICES						
247-298.000-702.0001	SALARIES & WAGES DIRECT	21,490.00	7,833.34	1,666.62	13,656.66	36.45
247-298.000-702.0002	OVERTIME PAY	0.00	0.00	0.00	0.00	0.00
247-298.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00
247-298.000-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-298.000-706.0001	FICA	1,650.00	489.24	104.07	1,160.76	29.65
247-298.000-706.0002	HOSPITALIZATION	4,710.00	0.00	0.00	4,710.00	0.00
247-298.000-706.0007	WORKER'S COMPENSATION	70.00	24.63	5.26	45.37	35.19
247-298.000-706.0012	RETIREMNT-DEF CONTR EMPLR	2,050.00	0.00	0.00	2,050.00	0.00
247-298.000-706.0013	RET HLTH SVGS CONTR EMPLR	690.00	0.00	0.00	690.00	0.00

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2021

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 11/30/2021	ACTIVITY FOR MONTH 11/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
PERSONNEL SERVICES		30,660.00	8,347.21	1,775.95	22,312.79	27.23
Total Dept 298.000 - PUBLIC RELATIONS						
		30,660.00	8,347.21	1,775.95	22,312.79	27.23
Dept 441.005 - DOWNTOWN MAINTENANCE						
PERSONNEL SERVICES						
247-441.005-702.0001	SALARIES & WAGES DIRECT	57,440.00	25,192.99	3,441.94	32,247.01	43.86
247-441.005-702.0002	OVERTIME PAY	27,770.00	10,683.63	1,476.83	17,086.37	38.47
247-441.005-702.0003	LONGEVITY	340.00	0.00	0.00	340.00	0.00
247-441.005-702.0004	HOLIDAY PAY	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0001	FICA	6,810.00	2,670.48	362.06	4,139.52	39.21
247-441.005-706.0002	HOSPITALIZATION	12,510.00	4,302.71	569.21	8,207.29	34.39
247-441.005-706.0003	LIFE INSURANCE	200.00	120.45	20.03	79.55	60.23
247-441.005-706.0004	RETIRE CONTRIB HEALTH	8,840.00	3,071.63	644.36	5,768.37	34.75
247-441.005-706.0005	DENTAL/OPTICAL	660.00	271.42	50.74	388.58	41.12
247-441.005-706.0006	LT/ST DISABILITY	670.00	269.20	43.70	400.80	40.18
247-441.005-706.0007	WORKER'S COMPENSATION	1,640.00	609.71	69.49	1,030.29	37.18
247-441.005-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0009	DEFERRED COMPENSATION	0.00	0.00	0.00	0.00	0.00
247-441.005-706.0010	RETIREMENT EMPLOYER CNTB	9,610.00	3,851.25	770.25	5,758.75	40.08
247-441.005-706.0011	HRA BENEFIT	100.00	0.00	0.00	100.00	0.00
247-441.005-706.0012	RETIREMNT-DEF CONTR EMPLR	2,340.00	2,390.68	319.47	(50.68)	102.17
247-441.005-706.0013	RET HLTH SVGS CONTR EMPLR	1,040.00	778.08	115.97	261.92	74.82
PERSONNEL SERVICES		129,970.00	54,212.23	7,884.05	75,757.77	41.71
OTHER CHARGES						
247-441.005-941.0000	EQUIPMENT RENTAL OR LEASE	43,000.00	21,497.26	2,751.19	21,502.74	49.99
OTHER CHARGES		43,000.00	21,497.26	2,751.19	21,502.74	49.99
Total Dept 441.005 - DOWNTOWN MAINTENANCE						
		172,970.00	75,709.49	10,635.24	97,260.51	43.77
Dept 748.000 - PRINCIPAL SHOPPING DISTRICT						
PERSONNEL SERVICES						
247-748.000-702.0001	SALARIES & WAGES DIRECT	242,220.00	85,411.00	17,086.18	156,809.00	35.26
247-748.000-702.0002	OVERTIME PAY	0.00	76.66	0.00	(76.66)	100.00
247-748.000-702.0003	LONGEVITY	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0000	LABOR BURDEN	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0001	FICA	18,530.00	6,454.46	1,289.11	12,075.54	34.83
247-748.000-706.0002	HOSPITALIZATION	37,340.00	5,623.96	1,194.37	31,716.04	15.06
247-748.000-706.0003	LIFE INSURANCE	950.00	350.85	74.51	599.15	36.93
247-748.000-706.0004	RETIRE CONTRIB HEALTH	6,420.00	2,675.00	535.00	3,745.00	41.67
247-748.000-706.0005	DENTAL/OPTICAL	1,700.00	0.00	0.00	1,700.00	0.00
247-748.000-706.0006	LT/ST DISABILITY	1,020.00	302.25	64.19	717.75	29.63
247-748.000-706.0007	WORKER'S COMPENSATION	760.00	400.28	80.29	359.72	52.67
247-748.000-706.0008	SICK TIME PAYOUT	0.00	0.00	0.00	0.00	0.00
247-748.000-706.0010	RETIREMENT EMPLOYER CNTB	8,140.00	3,391.65	678.33	4,748.35	41.67
247-748.000-706.0011	HRA BENEFIT	0.00	0.00	0.00	0.00	0.00

REVENUE AND EXPENDITURE REPORT

PERIOD ENDING 11/30/2021

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 11/30/2021	ACTIVITY FOR MONTH 11/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
Expenditures						
247-748.000-706.0012	RETIREMNT-DEF CONTR EMPLR	10,770.00	3,189.81	677.40	7,580.19	29.62
247-748.000-706.0013	RET HLTH SVGS CONTR EMPLR	1,820.00	679.00	144.20	1,141.00	37.31
PERSONNEL SERVICES		329,670.00	108,554.92	21,823.58	221,115.08	32.93
OTHER CHARGES						
247-748.000-801.0200	LEGAL SERVICES	3,000.00	1,336.50	0.00	1,663.50	44.55
247-748.000-802.0100	AUDIT	760.00	713.50	241.75	46.50	93.88
247-748.000-811.0000	OTHER CONTRACTUAL SERVICE	2,000.00	561.51	161.51	1,438.49	28.08
247-748.000-828.0300	PARKING VALET SERVICES	15,000.00	0.00	0.00	15,000.00	0.00
247-748.000-829.0100	SNOW REMOVAL CONTRACT	59,000.00	21,400.00	10,700.00	37,600.00	36.27
247-748.000-829.0200	WEB SITE MAINTENANCE	10,000.00	2,350.00	587.50	7,650.00	23.50
247-748.000-851.0000	TELEPHONE	1,750.00	548.77	252.64	1,201.23	31.36
247-748.000-901.0000	PRINTING & PUBLISHING	0.00	0.00	0.00	0.00	0.00
247-748.000-901.0400	MARKETING & ADVERTISING	150,000.00	38,818.71	13,495.60	111,181.29	25.88
247-748.000-901.0500	PUBLIC RELATIONS	10,000.00	1,745.24	0.00	8,254.76	17.45
247-748.000-903.0000	TENANT RECRUITMENT	100,000.00	40,400.97	3,300.15	59,599.03	40.40
247-748.000-904.0000	PRINTING PSD MAGAZINE	60,000.00	33,880.00	15,880.00	26,120.00	56.47
247-748.000-909.0000	SPECIAL EVENTS	200,000.00	139,142.14	57,885.98	60,857.86	69.57
247-748.000-933.0200	EQUIPMENT MAINTENANCE	1,200.00	155.13	0.00	1,044.87	12.93
247-748.000-935.0200	MAINTENANCE SHOPPING DIST	70,000.00	12,028.35	6,177.85	57,971.65	17.18
247-748.000-941.0000	EQUIPMENT RENTAL OR LEASE	0.00	0.00	0.00	0.00	0.00
247-748.000-942.0000	COMPUTER EQUIPMENT RENTAL	23,620.00	9,841.65	1,968.33	13,778.35	41.67
247-748.000-944.0000	BUILDING OR FACILITY RENT	12,000.00	5,000.00	1,000.00	7,000.00	41.67
247-748.000-955.0100	TRAINING	1,000.00	0.00	0.00	1,000.00	0.00
247-748.000-955.0300	MEMBERSHIP & DUES	1,600.00	1,657.95	0.00	(57.95)	103.62
247-748.000-955.0400	CONFERENCES & WORKSHOPS	3,000.00	760.00	210.00	2,240.00	25.33
247-748.000-957.0400	LIAB INSURANCE PREMIUMS	4,500.00	1,875.00	375.00	2,625.00	41.67
247-748.000-962.0000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OTHER CHARGES		728,430.00	312,215.42	112,236.31	416,214.58	42.86
SUPPLIES						
247-748.000-727.0000	POSTAGE	3,000.00	0.00	0.00	3,000.00	0.00
247-748.000-729.0000	OPERATING SUPPLIES	3,500.00	415.03	107.32	3,084.97	11.86
247-748.000-799.0000	EQUIPMENT UNDER \$5,000	0.00	0.00	0.00	0.00	0.00
SUPPLIES		6,500.00	415.03	107.32	6,084.97	6.39
CAPITAL OUTLAY						
247-748.000-972.0000	FURNITURE	0.00	0.00	0.00	0.00	0.00
CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00
Total Dept 748.000 - PRINCIPAL SHOPPING DISTRICT		1,064,600.00	421,185.37	134,167.21	643,414.63	39.56
TOTAL EXPENDITURES		1,268,230.00	505,242.07	146,578.40	762,987.93	39.84
Fund 247 - PRINCIPAL SHOPPING DISTRICT:						
TOTAL REVENUES		1,268,230.00	124,960.59	35,304.49	1,143,269.41	9.85

REVENUE AND EXPENDITURE REPORT
PERIOD ENDING 11/30/2021

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	YTD BALANCE 11/30/2021	ACTIVITY FOR MONTH 11/30/2021	AVAILABLE BALANCE	% BDGT USED
Fund 247 - PRINCIPAL SHOPPING DISTRICT						
TOTAL EXPENDITURES		1,268,230.00	505,242.07	146,578.40	762,987.93	39.84
NET OF REVENUES & EXPENDITURES		0.00	(380,281.48)	(111,273.91)	380,281.48	100.00

PRINCIPAL SHOPPING DISTRICT
CASH FLOW
FOR THE MONTH OF NOVEMBER 2021

	<u>DESCRIPTION</u>	<u>PROJECTED</u>	<u>ACTUAL</u>	<u>VARIANCE</u>
	BEGINNING CASH BALANCE	\$ 757,118	\$ 757,118	\$ -
	CASH RECEIPTS:			
	Special Assessments	-	-	-
	Interest Income	850	244	(606)
	Gift Certificates	-	-	-
	Advisory Parking Committee	25,000	-	(25,000)
	Special Event Revenue	<u>10,000</u>	<u>35,061</u>	<u>25,061</u>
	Sub-total cash receipts	35,850	35,305	(545)
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	25,445	21,225	4,220
727.0000	Postage	400	-	400
729.0000	Supplies	280	51	229
801.0200	Legal	250	421	(171)
802.0100	Audit	-	242	(242)
811.0000	Other Contractual Service	-	162	(162)
933.0200	Equipment Maintenance	-	-	-
851.0000	Telephone	140	279	(139)
955.0100	Training	80	-	80
955.0300	Memberships & Dues	400	305	95
955.0400	Conferences & Workshops	-	210	(210)
942.0000	Computer Equipment Rental	1,968	1,968	-
957.0400	Liability Insurance	375	375	-
944.0000	Building Rent	<u>1,000</u>	<u>1,000</u>	<u>-</u>
	Sub-total Office Disbursements	30,338	26,238	4,100
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	23,120	10,309	12,811
	Promotion Personnel Costs	2,320	1,726	594
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	5,000	10,700	(5,700)
935.0200	Maintenance PSD	-	2,145	(2,145)
901.0400	Marketing & Advertising	5,000	5,725	(725)
901.0500	Public Relations	1,000	-	1,000
903.0000	Tenant Recruitment	8,330	3,198	5,132
909.0000	Special Events	14,000	65,908	(51,908)
904.0000	PSD Magazine	-	18,000	(18,000)
829.0200	Web Site Maintenance	<u>1,700</u>	<u>-</u>	<u>1,700</u>
	Sub-total Program Disbursements	<u>60,470</u>	<u>117,711</u>	<u>(57,241)</u>
	Total Disbursements	90,808	143,949	(53,141)
	INCREASE (DECREASE) IN CASH BALANCE	<u>(54,958)</u>	<u>(108,644)</u>	<u>(53,686)</u>
	ENDING CASH BALANCE	<u>\$ 702,160</u>	<u>\$ 648,474</u>	<u>\$ (53,686)</u>

PRINCIPAL SHOPPING DISTRICT
ACTUAL CASH FLOW
FOR THE FIVE MONTHS ENDED NOVEMBER 2021

	DESCRIPTION	PROJECTED	ACTUAL	VARIANCE
	BEGINNING CASH BALANCE	\$ 1,002,321	\$ 961,786	\$ (40,535)
	CASH RECEIPTS:			
	Special Assessments	13,830	66,966	53,136
	Interest Income	5,360	1,609	(3,751)
	Gift Certificates	-	150	150
	Advisory Parking Committee	25,000	-	(25,000)
	Special Event Revenue	<u>87,000</u>	<u>123,043</u>	<u>36,043</u>
	Sub-total cash receipts	131,190	191,768	60,578
	CASH DISBURSEMENTS:			
	OFFICE DISBURSEMENTS			
	PSD Personnel Costs	139,390	122,270	17,120
727.0000	Postage	1,200	-	1,200
729.0000	Supplies	1,540	377	1,163
801.0200	Legal	1,250	1,832	(582)
802.0100	Audit	660	714	(54)
811.0000	Other Contractual Service	-	562	(562)
933.0200	Equipment Maintenance	300	209	91
851.0000	Telephone	720	689	31
955.0100	Training	410	-	410
955.0300	Memberships & Dues	800	1,660	(860)
955.0400	Conferences & Workshops	1,250	760	490
942.0000	Computer Equipment Rental	9,840	9,840	-
957.0400	Liability Insurance	1,875	1,875	-
944.0000	Building Rent	<u>5,000</u>	<u>5,000</u>	<u>-</u>
	Sub-total Office Disbursements	164,235	145,788	18,447
	PROGRAM DISBURSEMENTS			
	DPS Downtown Maintenance	83,770	82,508	1,262
	Promotion Personnel Costs	13,010	9,458	3,552
828.0300	Valet Services	-	-	-
829.0100	Snow Removal	5,000	10,700	(5,700)
935.0200	Maintenance PSD	29,600	21,351	8,249
901.0400	Marketing & Advertising	50,000	30,677	19,323
901.0500	Public Relations	4,000	1,745	2,255
903.0000	Tenant Recruitment	41,650	45,935	(4,285)
909.0000	Special Events	83,000	136,567	(53,567)
904.0000	PSD Magazine	60,000	18,000	42,000
829.0200	Web Site Maintenance	<u>3,350</u>	<u>2,351</u>	<u>999</u>
	Sub-total Program Disbursements	<u>373,380</u>	<u>359,292</u>	<u>14,088</u>
	Total Disbursements	537,615	505,080	32,535
	INCREASE (DECREASE) IN CASH BALANCE	<u>(406,425)</u>	<u>(313,312)</u>	<u>93,113</u>
	ENDING CASH BALANCE	<u>\$ 595,896</u>	<u>\$ 648,474</u>	<u>\$ 52,578</u>

CITY OF BIRMINGHAM
PRINCIPAL SHOPPING DISTRICT
CASH FLOW ANALYSIS
JULY 2021 TO JUNE 2022

DESCRIPTION	ACTUAL					PROJECTED							Total 21-22
	JULY 2021	AUGUST 2021	SEPTEMBER 2021	OCTOBER 2021	NOVEMBER 2021	DECEMBER 2021	JANUARY 2022	FEBRUARY 2022	MARCH 2022	APRIL 2022	MAY 2022	JUNE 2022	
BEGINNING CASH BALANCE	961,786	910,945	875,667	777,964	757,118	648,474	541,766	873,053	1,308,875	1,265,426	1,198,577	1,099,998	961,786
CASH RECEIPTS:													
2020 Assessment	19,313	45,855	-	1,798	-	1,000	1,000	1,000	-	-	7,210	-	77,176
2021 Assessment	-	-	-	-	-	51,550	463,920	505,160	10,300	-	-	-	1,030,930
Special Assessments	19,313	45,855	-	1,798	-	52,550	464,920	506,160	10,300	-	7,210	-	1,108,106
Interest Income	(81)	750	282	414	244	770	630	1,050	1,610	1,530	1,440	1,310	9,949
Gift Certificates	150	-	-	-	-	-	-	-	-	-	-	-	150
Advisory Parking Committee	-	-	-	-	-	-	-	-	25,000	-	-	-	25,000
Special Event Revenue	7,062	13,190	3,520	64,210	35,061	5,000	1,000	300	-	1,700	3,000	2,000	136,043
Sub-total cash receipts	26,444	59,795	3,802	66,422	35,305	58,320	466,550	507,510	36,910	3,230	11,650	3,310	1,279,248
CASH DISBURSEMENTS:													
OFFICE DISBURSEMENTS													
PSD Personnel Costs	32,749	22,606	24,764	20,926	21,225	25,445	37,610	25,445	25,445	25,445	25,445	25,445	312,550
727.00 Postage	-	-	-	-	-	400	-	-	-	400	400	600	1,800
729.00 Supplies	10	77	201	38	51	280	280	280	280	280	280	280	2,337
801.02 Legal	-	495	520	396	421	250	250	250	250	250	250	250	3,582
802.01 Audit	-	-	115	357	242	100	-	-	-	-	-	-	814
811.00 Other Contractual Service	-	200	100	100	162	-	-	-	-	-	-	2,000	2,562
933.02 Equipment Maintenance	54	-	-	155	-	300	-	-	300	-	-	300	1,109
851.00 Telephone	90	140	90	90	279	150	140	150	140	150	150	150	1,719
955.01 Training	-	-	-	-	-	90	80	80	90	80	80	90	590
955.03 Memberships & Dues	-	40	490	825	305	-	130	30	-	270	370	-	2,460
955.04 Conferences & Workshops	-	-	550	-	210	300	700	250	-	-	400	100	2,510
942.00 Computer Equipment Rental	1,968	1,968	1,968	1,968	1,968	1,968	1,968	1,968	1,969	1,969	1,969	1,969	23,620
957.04 Liability Insurance	375	375	375	375	375	375	375	375	375	375	375	375	4,500
944.00 Building Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Sub-total Office Disbursements	36,246	26,901	30,173	26,230	26,238	30,658	42,533	29,828	29,849	30,219	30,719	32,559	372,153
PROGRAM DISBURSEMENTS													
DPS Downtown Maintenance	22,525	16,131	19,102	14,441	10,309	23,120	18,520	6,210	6,210	6,210	6,210	22,720	171,708
Promotion Personnel Costs	2,554	1,726	1,726	1,726	1,726	2,320	3,730	2,320	2,320	2,320	2,320	2,320	27,108
828.03 Valet Services	-	-	-	-	-	7,500	7,500	-	-	-	-	-	15,000
829.01 Snow Removal	-	-	-	-	10,700	7,000	14,000	14,000	14,000	5,000	-	-	64,700
935.02 Maintenance PSD	-	16,422	638	2,146	2,145	1,400	8,000	-	8,000	7,000	8,000	8,000	61,751
901.04 Marketing & Advertising	-	10,583	13,119	1,250	5,725	20,000	20,000	10,000	10,000	10,000	15,000	15,000	130,677
901.05 Public Relations	-	1,500	-	245	-	1,000	1,000	1,000	-	1,000	1,000	1,000	7,745
903.00 Tenant Recruitment	-	11,026	17,278	14,433	3,198	8,330	8,330	8,330	8,330	8,330	8,330	8,370	104,285
909.00 Special Events	15,960	9,549	18,941	26,209	65,908	62,000	10,000	-	-	-	37,000	8,000	253,567
904.00 PSD Magazine	-	-	-	-	18,000	-	-	-	-	-	-	-	18,000
829.02 Web Site Maintenance	-	1,235	528	588	-	1,700	1,650	-	1,650	-	1,650	-	9,001
Sub-total Program Disbursements	41,039	68,172	71,332	61,038	117,711	134,370	92,730	41,860	50,510	39,860	79,510	65,410	863,542
Total Disbursements	77,285	95,073	101,505	87,268	143,949	165,028	135,263	71,688	80,359	70,079	110,229	97,969	1,235,695
INCREASE (DECREASE) IN CASH BALANCE	(50,841)	(35,278)	(97,703)	(20,846)	(108,644)	(106,708)	331,287	435,822	(43,449)	(66,849)	(98,579)	(94,659)	43,553
ENDING CASH BALANCE	910,945	875,667	777,964	757,118	648,474	541,766	873,053	1,308,875	1,265,426	1,198,577	1,099,998	1,005,339	1,005,339



Birmingham Shopping District
Meeting Date: 01/06/2022
151 Martin Street
Birmingham, MI 48009
248-530-1200
ALLINBirmingham.com

MEMORANDUM

DATE: December 22, 2021
TO: Birmingham Shopping District Board
FROM: Sean Kammer, Executive Director
SUBJECT: Executive Director's Report

Wayfinding and Gateway Signage Committee

The Gateway Signage Committee had a meeting on Friday, December 17. The Commission requested that the Wayfinding Committee also address the city's and BSD's branding in order to standardize on themes that will be reflected in the wayfinding and gateway signage. The committee selected a logo and theme at the most recent meeting. The next meeting is scheduled for Monday, January 17. There is an opportunity to include Farmers Market signage in this project.

Restaurant Week Planning

Staff is moving forward with restaurant week planning, returning to the pre-covid model of promoting special menus. Executive Director has reached out to restaurant owners for feedback in order to promote an event model that will not be a burden on business owners. Restaurant Week is shaping up to be more of a marketing-driven activity, highlighting the downtown as a

Business Mix Analysis

Staff is working on the tenant mix analysis. The BSD has access to numerous, albeit separate databases. Staff is working toward consolidating this data in a single spreadsheet, from which analytics can be performed to show the diversity of the downtown economy.

Media Coverage

Executive Director has been working on numerous press releases promoting successful business attraction and supporting staff during media interviews. The BSD was featured on Live in the D on WDIV on Monday, December 13th. Also dBusiness featured downtown Birmingham in an article about all of the new businesses coming to town.

Website

The Executive Director has been working with the BSD's website vendor Miles, on addressing projected rising costs of monthly service. Recent communications from the company revealed that the website costs are set to double, beginning in 2022.

Budget for FY 2022/2023

Executive director working on budget documents to submit for board for approval. Further, committee chairs and the Executive Committee should be engaged in this budget formulation process.



Birmingham Shopping District
Meeting Date: 01/06/2022
151 Martin Street
Birmingham, MI 48009
248-530-1200
ALLINBirmingham.com

Special Assessments

Working with Finance, Treasury, and Oakland County Equalization for information needed to bill special assessments in the coming year.

Long Range Planning

Executive Director working on a long range planning presentation to present to the City Commission. The topics of the presentation will be supporting businesses during construction on South Old Woodward, establishing business retention programs with an emphasis on small businesses, and changing the direction of the BSD's advertising initiatives.

Advertising Strategy

Now that the BSD is making significant progress on its brand identity, consideration should be given to the advertising and marketing activities that the BSD funds. Presently, the majority of the BSD's advertising resources and efforts are dedicated to promoting its events throughout the year. There are no advertising assets nor a campaign strategy to generally promote the downtown to a wider audience. In the coming months, the executive director would like to work closely with both the Advertising/Marketing and Business Development committees to create campaigns that encourage demand in the greater region for the goods, services, and experiences that the shopping district has to offer. Further, major economic sectors in the downtown should be identified and campaigns promoting downtown as a hub of these sectors can be developed (e.g. bridal, day spas, fine dining, menswear, furniture, etc.). The Business mix analysis will be helpful to us in formulating these campaigns. Also, with the charge given to the Wayfinding Committee concerning brand identity by the city commission, this could provide material for the advertising committee to generate concepts. The key will be coordinating the work of a variety of committees in order to move in one direction. The executive director recommends that the FY 22/23 budget be developed to accommodate the development of a series of advertising campaigns, including creative assets and recommended media placement, to promote the downtown. Further, it is recommended that the BSD follow the RFP process to select a firm for this task.

Respectfully submitted,

Sean Kammer
Executive Director

BIRMINGHAM
The Shopping District

YEAR IN REVIEW

2021

WHAT IS THE BIRMINGHAM SHOPPING DISTRICT?

The Birmingham Shopping District was established in 1993 to manage downtown Birmingham. This includes organizing downtown events, promoting economic development, advertising and marketing the district, and performing general maintenance in the downtown.

For almost 29 years, the BSD has continued to help make downtown Birmingham one of the most prestigious and prosperous downtowns Michigan.

Birmingham Shopping District also promotes its events and activities to the public both in the form of paid media advertisements and press coverage. This year has brought many opportunities for media attention to promote the Birmingham community to new audiences and reinforce its sterling reputation to the surrounding neighborhoods.

The BSD successfully completed the RFP process to select Seen Media to produce a series of promotional videos. The BSD successfully promoted Spring and Fall Fashion videos, a Birmingham Holiday Shopping video, and a video promoting Restaurant Week. These were promoted on television as well as 'boosted' online through social media platforms. Recently the BSD has been promoted on WXYZ for Small Business Saturday and on 'Live in the D' on WDIV to promote holiday shopping, which was filmed at the Townsend Hotel.

The goals of the BSD are to develop a coherent brand for downtown and develop a general downtown advertising campaign that can be promoted to new markets in the region, thereby stimulating demand for the goods, services, and experiences that Birmingham businesses have to offer.

Capital Improvements

The BSD continues to maintain high standards in the downtown area regarding maintenance and improvements. The BSD executed a new contract with a company to provide snow removal in the district, including clearing paths on the sidewalk and the bump out curbs. Additionally, the city executed a new contract with a company to provide power washing services for the sidewalks in the warmer months. The BSD worked with the city's Department of Public Services to clean the sidewalks throughout the downtown in late June/early July.

The BSD continues to fund the placement of hanging flower baskets throughout the downtown, as well as the placement and arrangement of decorative flower planters. Finally, the BSD shares in the costs of the purchase and installation of decorative holiday lighting throughout the Shopping District.



Advertising and Marketing

One of the primary functions of the Birmingham Shopping District is to enhance the marketing efforts and promote the goods, services, experience, and places, in downtown. The

SPECIAL EVENTS

The pandemic presented major challenges for special events this year. The need for social distancing and avoiding crowds to safeguard the public health presented challenges for the successful execution of events. Many events were canceled out of caution. Regardless, the BSD successfully adapted the format of other events to protect the public health.

Restaurant Week

Due to covid, customers were still encouraged to engage with their favorite dining spots by placing orders for carry-out and curbside delivery. The BSD also gave out more than \$40,000 in Birmingham Bucks to encourage consumer spending at local restaurants. This provided a much-needed lifeline to small businesses.

Movie Nights

With covid, staff successfully adapted the outdoor movie nights to a drive-in model to ensure social distancing. The events brought many families to enjoy outdoor films such as The Little Mermaid at the drive-in held at Seaholm Elementary, Elf, and Cars in Boothe Park.

Day on the Town

Day on the Town is the largest outdoor retail event of the year. 2021 set a record of more than 80 stores participating in the event.



Birmingham Cruise

This event brought many visitors to experience the GM-sponsored display area and a car show which featured more than 65 classic cars. To protect the public health, the city and the BSD worked to reduce the size of the event footprint, encourage social distancing, and encourage mask wearing. The BSD created Birmingham Cruise-themed masks to encourage compliance.

Farmers Market

The Farmers Market celebrated another successful year of showcasing local produce vendors and unique craft vendors.

Small Business Saturday and Santa Walk

Small business Saturday is one of the most important holidays in any downtown! There were free activities, including the Santa Walk, visits with Santa, carriage rides, hot chocolate, and a scavenger hunt. Parking was free in structures.

Winter Markt and Holiday Tree Lighting

This event featured displays from local artists, European cuisine, ice sculptures, entertainment, visits with Santa, carriage rides, children's activities and more. The holiday tree lighting celebration took place on Friday, December 3, at 6:00 p.m.

Economic Development

Downtown Birmingham is experiencing extraordinary new business growth in various industries including retail, restaurant, service and more. Birmingham has maintained a steady and high retail occupancy rate and remained a popular destination for new businesses. The walkable and vibrant public spaces, continuous infrastructure investments, and co-tenancy opportunities are only a few factors contributing to the attraction of new and retention of current businesses downtown.

In 2021, the City of Birmingham approved 31 new business license applications, up from 26 in 2020 and 20 in 2019. In 2021, 23 of the 31 business license applications were from businesses within the boundaries of the Birmingham Shopping District. In 2021 alone, more than 30,000 square feet of retail space was activated inside the Shopping District. This does not include the 159,000 square feet of the Daxton Hotel, which opened in April, 2021 at the corner of Brown Street and South Old Woodward.

The creation of a distinct sense of place further contributes to Birmingham's appeal as an ideal marketplace to shoppers and business owners alike. The Birmingham Shopping District is economically resilient and conducive to local business growth. The BSD also manages robust attraction and retention efforts.

Birmingham Shopping District continues to solidify its position as a premier destination for shopping, dining and events, not only for the surrounding communities, but also the wider region. The newly built Daxton Hotel, part of the luxury brand Aparium Hotel Group, opened this spring, and has served as one of the largest developments along South Old Woodward Avenue.

International retailer Restoration Hardware is expected to break ground on a new RH Gallery, the brand's exclusive

4-story concept with rooftop restaurant and other experiential features, adjacent to the new hotel's location.

"A rich urban mix of dining, culture and recreation is essential to attracting and retaining the next generation of knowledge workers,"

Sam Surnow, Surnow Company

"Birmingham is a vibrant downtown area with great foot traffic and a perfect customer base for our brand,"

**Steven Fisher,
owner of State and Liberty**

New Businesses in Town:

Craig Ryan Fine Clothiers opened last winter.

National menswear retailer State & Liberty, opened its second Michigan location.

The Great Eros, a women's luxury apparel brand with locations in New York, also opened.

Evereve expanded.

Popular Mandy Rose Makeup salon opened its second location.

The new mixed-use development at 277 Pierce, expected to be complete early next year.

The Birmingham Pub and Sushi Japan began serving customers late-summer.

Mare Mediterranean opened on Willits Street.

Bakehouse 46 will be relocating to 250 West Maple Road in downtown Birmingham in 2022.

Paris Baguette, the first location in Michigan, is expected to go into 183 N. Old Woodward Ave.

In July, OneStream Software announced it would be relocating part of its operations to 191 North Chester Street in downtown Birmingham, investing between 2 and 3 million dollars into the redevelopment that is expected to house about 100 workers.

185



Special Events Committee

No meeting held in December 2021

Members: Astrein (Chair), Cummings, Fehan, Hussey, Kay, Knight, Lipari, Pohlod and Solomon

Staff: Kammer, Brook, Galli

1. No Meeting Held

2. Holiday Activities Recap

- a. Winter Market
 - i. Approximately 50 vendors participated. Vendors shared very positive feedback – a couple even reported that it was their best show.
 - ii. Tree Lighting Ceremony – sponsored by Wells Fargo Advisors was very well attended and was a great start to the festivities.
 - iii. Marshmallow roasting, live entertainment, tasty treats, Santa visits, and reindeer were event highlights.
- b. Santa visits were held outside and went very smoothly. Approximately 1500 families had the opportunity to visit with Santa.
- c. Carriage Rides – ran Saturdays and Sundays throughout the holiday season and were very popular.
- d. Scavenger Hunt – over 160 teams participated in the scavenger hunt this year.
- e. Shoppers enjoyed giveaways of hot chocolate (on 2 Saturdays) and fresh roasted chestnuts, as well as surprise Birmingham Bucks.

3. 2022

- a. The committee will finalize the 2022 special event calendar at its January meeting.

Upcoming Events

January 24 – 28 & January 31 – February 4 – Birmingham Restaurant Week

May 1 – October 30 – Birmingham Farmers Market 20th Season

NEXT MEETING: Friday, January 14 at 8:30 a.m.

2021-22 Budget: \$200,000

Remaining balance after January vouchers: \$35,538



Marketing & Advertising Committee Meeting

December 17, 2021 8:30AM

Members: Pohlod (Chair), Eid, Kay, and Lundberg

Staff: Kammer

1. Welcome and Introductions

PRESENT: Pohlod, Kay, Lundberg

ADMINISTRATION: Kammer

GUEST: SEEN Media: Gill

2. Restaurant Week Video

The committee reviewed the first draft of the restaurant Week video and provided feedback to Seen Media regarding suggested changes.

3. Restaurant Week:

The Committee discussed marketing restaurant week and suggested that staff reach out to restaurants to see what restaurants would prefer to participate with. Staff will reach out to restaurants the week of December 20th to solicit participation. The committee recommends against a Birmingham bucks promotion for Restaurant Week.

4. Social Media Impact Report

The committee reviewed the social media report.

5. Consumers energy sponsorship of Birmingham Bucks:

Consumers Energy offered to sponsor a match of Birmingham Bucks in the amount of \$10,000. The committee discussed how this promotion could be structured in alignment with the existing parameters of the Birmingham Bucks program. Further, the committee discussed scheduling promotions for businesses around the time of their 'slow seasons' throughout the year.

6. Workforce Attraction Program:

Committee proposed that this not be a job fair, but instead a program that consists of incentives and helpful information to attract workers to downtown Birmingham. This includes marketing the employee discount program, providing new hires with Birmingham Bucks and a list of places to go out to lunch, help with parking, information to help workers find childcare solutions, and promoting downtown as a great place to work.

NEXT MEETING: Thursday, January 20, at 8:30 a.m.

Marketing 2021-22 Budget: \$150,000

Remaining balance after January vouchers: \$91,321

Magazine 2021-22 Budget: \$60,000

Remaining balance after January vouchers: \$26,120

December Advertising and Marketing Report

Date Range: 11/15/2021 – 12/14/2021

Top FACEBOOK Posts

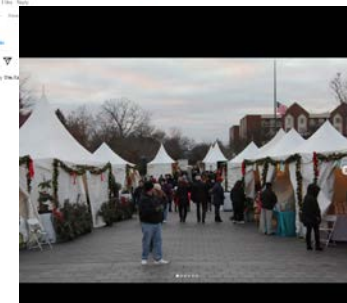
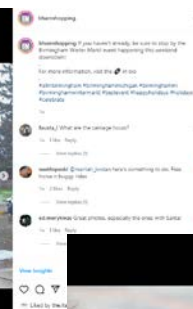


FACEBOOK

Page Followers	11,457
Reach	76,626
Engagement	5,013

- November Social Media Focus: Holiday Shopping, Events and Business Highlights
- December Social Media Focus: Holiday Shopping, Holiday Gift Guide, Events and Business Highlights
- WXYZ media Cruise Contract Spots
 - 30/30 available 30 second spots (using in holiday media plan)
 - 2/2 available free production for 30 second spots; 0 used
- WOMC media Cruise Contract Commercials (must use by 12/31/2021)
 - 40/40 9 second commercial announcements. All used to promote Small Business Saturday (11/22 – 11/27) and Winter Markt, (11/22 – 12/5)

Top INSTAGRAM Posts

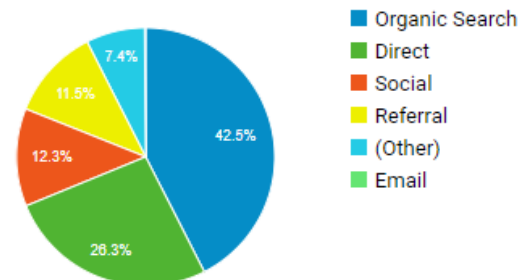


INSTAGRAM

Page Followers	4,949
Reach	29,755
Engagement	869

Website Performance Metrics

Top Sources/Mediums



Users: 16,301
Sessions: 21,532
Page Views: 38,148
Bounce Rate: 54.92%
Avg. Duration: 1:29 min.

Most Popular Pages

Page	Pageviews	% Pageviews
1. /visitors/wintermarkt	11,842	31.04%
2. /home	4,218	11.06%
3. /calendar	3,861	10.12%
4. /calendar?view=monthlyEvents&category=&start=11/01/2021	3,004	7.87%
5. /calendar?view=eventbox&category=&start=11/27/2021	2,157	5.65%
6. /calendar?view=monthlyEvents&category=&start=12/01/2021	1,227	3.22%
7. /shops?cat=all	1,114	2.92%



The Shopping District

Maintenance/Capital Improvement Committee January 2022 Report

December 14, 2021

Members: Lipari (Chair), Pohlod (Vice Chair), Quintal, Fehan, Roberts, Ceresnie, Rea

Staff: Kammer, Wood, Laird, McGaughey

1. Welcome and introductions:

PRESENT: Lipari, Quintal, Pohlod

ABSENT: Ceresnie, Rea, Fehan, Roberts

ADMINISTRATION: Kammer, Comerford, McGaughey, Laird

2. Maps:

The committee has requested that staff generate maps to illustrate snow removal routes, flower basket placement, holiday lights installation, and other district improvements.

3. Worry Free planters:

Committee recommends that the final payment be made to Worry Free for the installation of the holiday decorations in the concrete planters. The committee reviewed a map of the placement of the planters and recommended that they be relocated to the 'triangle' district. Committee also discussed discontinuing the concrete planters in the future and finding an alternative use for them, including possibly auctioning them off for public art projects. The item will be referred to the Special Events Committee for discussion.

4. Holiday decorations update:

DPS informed committee that the holiday decorations typically come down after Restaurant Week.

5. Power washing contract:

DPS updated the committee on the new power washing contract with the city. There will be two rounds of power washing throughout the year, approximately scheduled around June 30 and then September 30. There is an optional third round which could be scheduled for spring or fall.

6. Valet:

Due to the current low demand for parking, the committee recommended against funding valet for the time being, but may be considered for construction period of S. Old Woodward.

NEXT MEETING: Tuesday, January 11, 2022 at 8:30 a.m.

2021-22 Budget: \$70,000

Remaining balance January vouchers: \$36,869

Snow removal 2021-22 Budget: \$59,000

Remaining balance after January vouchers: \$26,900



Business Development Committee

December 23, 2021 8:30 AM

**Members: Surnow (Chair), McKenzie (Co-Chair),
Hockman, Quintal**

Staff: Kammer

1. Welcome and Introductions

PRESENT: McKenzie,
ABSENT: Quintal, Hockman, Surnow
ADMINISTRATION: Kammer

2. Recruitment Activity

Kammer updated the committee on business recruitment efforts

- i. Lease negotiations for site at Maple and N. Old Woodward are ongoing.
- ii. Available space for retail is becoming scarce.
- iii. Due to CC Consulting representative being out for the holiday, no pipeline report was presented.

3. Retention Activity

Kammer stated that given that existing available space is becoming scarce, the BSD should shift focus to business retention activities. Kammer suggested that the committee also look at encouraging redevelopment of sites, and to align with the activities of the Triangle District's corridor improvement authority. The committee can also work on connecting with local developers and generating a list of potential sites for redevelopment.

Kammer indicated that CC consulting's contract with the BSD has a cap of \$75,000. Kammer was told that the BSD also pays CC Consulting insurance costs that are stipulated by the contract. Kammer inquired whether this cost should count toward CC Consulting's compensation. Committee requested that Kammer review the insurance certificates to see if they are specific to the BSD.

Committee would like to see programs developed around business retention. Committee recommended Kammer look into Shopify to help foster e-commerce platforms for small businesses. This would help businesses compete with large companies like Amazon, while also helping commerce during covid and the upcoming construction season.

4. Business Anniversaries

Due to the volume of business anniversaries, staff recommends that only the major anniversaries be recognized at board meetings. Anniversaries of 5-25 years could be handled by staff on an ongoing basis, consisting of site visits and social media posts. The committee accepted staff's recommendation. Based on this new schedule, the next proposed anniversary to be recognized will be the Birmingham 8 Theatre at the February board meeting.

5. Text My Gov Proposals

Committee supports the use of a service like Text My Gov, specifically for the construction of South Old Woodward. Committee asked Kammer to follow up with questions, such as whether a subscription could be less than one year and what the duration of the set up period is.

6. Business Mix Analysis

Kammer updated committee on ongoing efforts to create the database from which the business mix could be analyzed. Staff has spent significant time on this project, but it will be extremely useful moving forward. Committee recommended that the database use the same list of business categories as the pipeline report.

7. Kammer informed the committee that the BSD will now have an ongoing column in Downtown Magazine. The first column is scheduled to be published for the February issue.

NEXT MEETING: Thursday, January 27, 2022 at 8:30 a.m.

2021-22 Budget: \$100,000

Remaining balance after January vouchers: \$40,244

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2022

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Majda Diamond Vault	230	Merrill Street, East	Jeweler	10/28/21	Scheduled to Open
Circa Lighting	250	Merrill Street	Home	08/27/21	Scheduled to Open
Cosmo Salon Studios	255	Old Woodward, South	Salon	08/27/21	Scheduled to Open
Clean Juice	148	Pierce Street	Juice bar	11/01/20	Scheduled to Open
State & Liberty	141	Maple Road, West	Apparel - Men	11/23/21	Opened
Mare Mediterranean	115	Willits Street	Restaurant	11/01/21	Opened
The Great Eros	245	Maple Road, West	Apparel - Women	10/28/21	Opened
Röre Method	700	Old Woodward, North	Health/Fitness	09/16/21	Opened
Lux Travel Girl	114	Old Woodward, South	Travel	08/26/21	Opened
Sushi Japan	176	Old Woodward, South	Restaurant	08/01/21	Opened
Tappers Gold Exchange	251	Merrill Street, East	Jeweler	08/01/21	Opened
DiMaggio Fine Art & Jewelry	175	Maple Road, West	Jeweler	08/01/21	Opened
American Epoxy Systems	363	Maple Road, East	Home	06/21/21	Opened
The Shade Store	142	Old Woodward, South	Home furnishings	06/21/21	Opened
Vestalia Home	794	Old Woodward, North	Home furnishings	06/21/21	Opened
Mandy Rose Makeup	280	Merrill Street, East	Salon	06/08/21	Opened
Area Rugs	202	Maple Road, East	Home furnishings - rugs	05/15/21	Opened
Beauty Fusion Aesthetics	555	Old Woodward, South, Suite 20U	Salon/Spa	04/29/21	Opened
Birmingham Pub	555	Old Woodward, South	Restaurant	04/29/21	Opened
Birmingham Bridal	534	Old Woodward, North	Bridal	02/09/21	Opened

SCHEDULED TO OPEN/OPENED IN LAST 12 MONTHS

JANUARY 2022

Office Occupancy Rate 88%

Retail Occupancy Rate 96%

Name of Business	Property Address	Street Name	Notes	Date of notification	Scheduled to Open/Moved/Closed/Opened in last 12 months
Fruition Acai & Juice Bar	856	Old Woodward, North	Coffee café	02/09/21	Opened
David Abraham Custom Clothiers	261	Maple Road, East	Tailor	02/09/21	Opened
The Lash Lounge	856	Old Woodward, North	Salon/Spa	02/09/21	Opened
The Suit Bar	155	Bates Street, South	Apparel - Men	02/09/21	Opened
James & Bloom	146	Maple Road, West	Cabinetry & Flooring	02/09/21	Opened
Perch 313	640	Old Woodward, North	Rugs, home décor	02/09/21	Opened
Craig Ryan Fine Clothiers	147	Pierce Street	Apparel - Men	01/22/21	Opened

SP+ PARKING

Birmingham Parking System Transient & Free Parking Analysis Months of November 2019, 2020 & 2021

November 2019

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	17,375	8,649	\$45,272.00	50%
PARK	18,680	6,538	\$53,434.00	35%
CHESTER	5,851	2,098	\$42,332.98	36%
WOODWARD	12,212	5,276	\$37,502.00	43%
PIERCE	22,248	8,876	\$66,357.02	40%
TOTALS	76,366	31,437	\$ 244,898.00	41%

November 2020

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY**	8,673	8,673	\$ 11,650.00	100%
PARK**	7,061	7,061	\$ 20,380.00	100%
CHESTER**	3,250	3,250	\$ -	100%
WOODWARD**	5,999	5,999	\$ -	100%
PIERCE**	11,794	11,794	\$ 252.00	100%
TOTALS	36,777	36,777	\$ 32,282.00	100%

November 2021

GARAGE	TOTAL CARS	FREE CARS	CASH REVENUE	% FREE
PEABODY	7,021	5,282	\$ 8,882.00	75%
PARK	19,999	13,141	\$ 36,990.00	66%
CHESTER	10,341	9,103	\$ 7,164.00	88%
WOODWARD	15,946	11,603	\$ 27,118.00	73%
PIERCE	26,130	14,693	\$ 71,898.00	56%
TOTALS	79,437	53,822	\$ 152,052.00	68%

BREAKDOWN:	TOTAL CARS	4%
Compare 19 vs 21	FREE CARS	42%
	CASH REVENUE	-30%

Notes:

- 1) Due to Covid-19 free parking in place starting March 17, 2020 - July 2021.
- 2) November 2020 car counts based on passages only
- 3) November 2020 Cash Revenue from validation accounts catching up on previous bills prior to COVID-19.
- 4) Peabody gates raised for road construction November 1st - November 16th

MONTHLY PARKING PERMIT & ACTIVITY REPORT

For the month of: November 2021

Date Compiled: December 13, 2021

Space Count	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6	Lot #6 econ	Lot A & C	Lot B	Total
1 Total Garage Spaces	706	811	437	745	880					3579
2 Total Hangtag Lot Spaces						174	79	8	40	301
3 Garage Monthly Permits Authorized	676	845	486	881	1218					4106
4 Hangtag Lot Quarterly Permits Authorized						177	40	8	30	255

Permits Issued	\$70 Pierce	\$70 Park	\$70 Peabody	\$70 N.Old Wood	\$50 Chester	\$210 Lot #6	\$150 Lot #6 econ	\$180 Lot A & C	\$105 Lot B	Total
5 Garage permits issued end of previous month	615	818	486	780	1134					3833
6 Hangtags issued end of previous quarter						136	34	0	6	176
7 Garage permits issued end of current month	582	802	467	760	1089					3700
8 Hangtags issued end of current quarter						109	21	0	2	132
9 Garage permits available	94	43	19	121	129					406
10 Hangtags available						68	19	8	28	123

Waiting List	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6	Lot #6 econ	Lot A & C	Lot B	Total
11 On Wait List - end of month*	130	97	59	74	49	0	0	0	0	409
On Wait List-Unique Individuals**										246
Total On Wait List										655

Data from peak period of 2pm	Pierce	Park	Peabody	N.Old Wood	Chester	Lot #6	Lot #6 econ	Lot A & C	Lot B	Total
12 Transient parker occupied	277	263	123	142	58	N/A	N/A	N/A	N/A	863
13 Monthly parker occupied	272	244	162	234	227	N/A	N/A	N/A	N/A	1139
14 Total parker occupied	549	507	285	376	285	N/A	N/A	N/A	N/A	2002
15 Total spaces available at	247	462	120	362	583	N/A	N/A	N/A	N/A	1774
16 Percentage occupied	78%	63%	65%	50%	32%					56%

* Removed evening parking passes from permits available

** Unique individuals represent the actual number of unique people on the wait list regardless of how many structures they have requested.

Birmingham Principal Shopping District Board

Voucher List For: 01/06/2022

Early Release	Vendor	Description	Account	Amount
	AMAZON CAPITAL SERVICES INC	MISC OFFICE SUPPLIES	OPERATING SUPPLIES	474.55
	ART/DESIGN GROUP LTD	ARTWORK FOR WM, RW, BUS DEV AND GENERAL	MARKETING & ADVERTISING	927.50
	BEIER HOWLETT P.C.	MISC LEGAL SERVICES	OTHER CONTRACTUAL SERVICE	511.50
*	BERNARD BREWER	SANTA PERFORMANCES	SPECIAL EVENTS	345.00
	C & G PUBLISHING INC.	HOLIDAY ADVERTISING	MARKETING & ADVERTISING	765.10
	CAR TRUCKING INC	DUMPSTER FOR WINTER MARKT	SPECIAL EVENTS	625.00
	CC CONSULTING LLC	RETAIL CONSULTING	TENANT RECRUITMENT	2,433.33
	COSTAR REALTY INFORMATION, INC	ONLINE RETAIL SERVICES	TENANT RECRUITMENT	1,700.00
	CSM LUXE	WM VENDOR PARTIAL REFUND	SPECIAL EVENTS	50.00
	DEERE ELECTRIC INC	GENERATOR INSPECTIONS FOR WINTER MARKT	SPECIAL EVENTS	262.50
	DOWNTOWN PUBLICATIONS INC	ADVERTISING HOLIDAY	MARKETING & ADVERTISING	878.00
	FRANCE MEDIA INC	SHOPPING CENTER BUSINESS ADVERTISING	TENANT RECRUITMENT	3,995.00
	GROSSE POINTE NEWS	ADVERTISING HOLIDAY	MARKETING & ADVERTISING	429.00
	IHEART MEDIA	ADVERTISING FOR SBS, WM AND HOLIDAYS	MARKETING & ADVERTISING	3,749.99
	JAIMI BROOK	MARSHMALLOWS FOR WINTER MARKT	SPECIAL EVENTS	228.06
	JCC CREATIVE LLC	SOCIAL MEDIA PHOTOGRAPHY	MARKETING & ADVERTISING	350.00
*	JOHN HILL	SANTA PERFORMANCE	SPECIAL EVENTS	460.00
	KROGER COMPANY	MARSHMALLOWS FOR WM	SPECIAL EVENTS	71.61
	MICHIGAN RADIO NPR	ADVERTISING HOLIDAY	MARKETING & ADVERTISING	750.00
	MICHIGAN RETAILERS	ANNUAL MEMBERSHIP	MEMBERSHIP & DUES	130.00
	MILES PARTNERSHIP	WEBSITE	WEB SITE MAINTENANCE	1,037.50
	NICK'S MAINTENANCE SERVICE	SNOW CLEARING SERVICES	SNOW REMOVAL CONTRACT	10,700.00
	OUTFRONT MEDIA	BILLBOARDS FOR HOLIDAY ADVERTISING	BILLBOARD ADVERTISING FOR HOLIDAYS	3,200.00
	RANDYL LEE WAGNER	SANTA PERFORMANCES PAY 3 OF 3	SPECIAL EVENTS	1,169.16
	SIGNS-N-DESIGNS INC	CARRIAGE RIDES SIGNS AND WM VENDOR SIGNS	MARKETING & ADVERTISING	736.00
	SP+ CORPORATION	EMPLOYEE PARKING	OTHER CONTRACTUAL	100.00

Birmingham Principal Shopping District Board

Voucher List For: 01/06/2022

Early Release	Vendor	Description	Account	Amount
	SUNBELT RENTALS INC	HEATERS FOR WINTER MARKT	SPECIAL EVENTS	13,641.31
	TURNER SANITATION,	PORTA POTTIES	SPECIAL EVENTS	817.86
	WAHL TENTS	WINTER MARKT TENTS PAY 2 OF 2	SPECIAL EVENTS	15,252.35
	WDIV/TV4	ADVERTISING - HOLIDAY	MARKETING & ADVERTISING	315.93
	WWJ-TV	ADVERTISING HOLIDAY	MARKETING & ADVERTISING	2,600.00
*	JAIMI BROOK	FIRE STARTERS AND BOWS FOR TENTS	SPECIAL EVENTS	274.73
*	COSTAR REALTY INFORMATION, INC	ONLINE RETAIL SERVICES	TENANT RECRUITMENT	1,700.00
*	SEAN KAMMER	PARKING FOR DOWNTOWN REVIVAL CONFERENCE 11/5	CONFERENCES & WORKSHOPS	32.92
*	NACY ENGINEERING & FABRICATION	3 FIRE PIT RINGS FOR ROASTING MARSHMALLOWS	SPECIAL EVENTS	3,100.00
*	MILES PARTNERSHIP LLLP	WEBSITE MAINTENANCE	WEB SITE MAINTENANCE	587.50
Total:				\$ 74,401.40

Journal Entries

City of Birmingham - Farmers Market final costs	\$ (524.72)
Verizon - Sean, Jaimi and Erika cell phones	129.70
Petty Cash - Keys and smoke detector for Santa House and batteries	56.21
Dog Waste Depot - paw pal bags	283.05
Credit Card - Bakehouse - MC gift at Winter Markt	33.00
Credit Card - Facebook - Holiday video boosted post	200.00
Total Journal Entries	\$ 177.24
TOTAL VOUCHERS AND JOURNAL ENTRIES	\$ 74,578.64

*Items marked with an asterisk were submitted in advance and prior to board approval

Board Chair _____

Date _____

CITY BOARD/COMMITTEE ATTENDANCE RECORD

Name of Board: Birmingham Shopping District

Year: 2021

Members Required for Quorum: 7

MEMBER NAME	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	SPEC MTG 4/23	SPEC MTG	Total Mtgs. Att.	Total Absent	Percent Attended Available
REGULAR MEMBERS																	
Richard Astrein	P	P	P	P	P	P	NM	P	P	P	P	P	P		12	0	100%
Samy Eid	A	P	P	A	A	P	NM	P	P	P	A	P	P		8	4	67%
Geoffrey Hockman	P	P	P	P	P	P	NM	P	P	P	P	P	P		12	0	100%
Zachary Kay	P	P	P	P	P	P	NM	P	P	P	P	P	P		12	0	100%
Sarvy Lipari	NA	NA	NA	NA	NA	P	NM	P	P	P	A	P	NA		5	1	83%
Jessica Lundberg	A	P	P	P	P	P	NM	A	P	P	P	P	P		10	2	83%
Tom Markus	P	P	P	P	P	P	NM	A	P	P	A	P	P		10	2	83%
Mike McKenzie	P	P	P	P	P	P	NM	P	P	P	P	A	P		11	1	92%
Amy Pohlod	P	P	P	P	P	P	NM	P	P	P	P	P	P		12	0	100%
Steve Quintal	A	P	P	P	P	P	NM	P	A	P	P	P	P		10	2	83%
Bill Roberts	P	P	P	P	P	P	NM	A	P	P	P	P	P		11	1	92%
Sam Surnow	A	P	A	P	P	P	NM	A	A	P	A	A	P		6	6	50%
Reserved															0	0	#DIV/0!
Doug Fehan	NA	NA	NA	P	P	P	NM	A	A	A	P	P	A		5	4	56%
Present or Available	7	11	10	10	10	12	0	8	10	12	8	10	11	0			

KEY:

- A** = Member absent
- P** = Member present or available
- CP** = Member available, but meeting canceled for lack of quorum
- CA** = Member not available and meeting was canceled for lack of quorum
- NA** = Member not appointed at that time
- NM** = No meeting scheduled that month
- CM** = Meeting canceled for lack of business items

Department Head Signature



Birmingham Shopping
District 151 Martin Street
Birmingham, MI 48009
248-530-1200

BSD COMMITTEES
MONTHLY MEETING SCHEDULE
JANUARY 2022

BSD BOARD

THURS 1/6 @ 8:30 AM – COMMUNITY HOUSE

MAINTENANCE/CAPITAL IMPROVEMENTS

TUES 1/11 @ 8:30 AM – CITY HALL

SPECIAL EVENTS

FRI 1/14 @ 8:30 AM – CITY HALL

MARKETING/ADVERTISING

THURS 1/20 @ 8:30 AM. – CITY HALL

BUSINESS DEVELOPMENT

THURS 1/27 at 8:30 – CITY HALL

EXECUTIVE

TUES 1/4 at 8:30 AM – CITY HALL

QUARTERLY COMMITTEE HEAD

TBD

NOTE: Email the Birmingham Shopping District at info@allinbirmingham.com for password and login information.

Notice: Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at [\(248\) 530-1880](tel:2485301880) at least one day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).